

VERBAL AND NON-VERBAL LANGUAGE USED BY FRONT OFFICE STAFF AT SUNRISE AVENTUS HOTEL NUSA DUA

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Abstrak: This research aims to find out what verbal and non-verbal language used by front office staff to carry out their duties as Front Office Staff at Sunrise Aventus Hotel Nusa Dua. Sunrise Aventus Hotel Nusa Dua is a four-star hotel located in Nusa Dua area. This research uses a descriptive study method, using 3 subjects, namely front office staff who have worked at Sunrise Aventus Hotel Nusa Dua for two years from the opening of Sunrise Aventus Nusa Dua. Data were collected by observation, interview and questionnaire distribution. In analyzing the data, the research applies Miles & Huberman's (1994) steps, namely data reduction, data presentation, and conclusion drawing or verification. Data analysis showed that the front office staff at Sunrise Aventus Hotel Nusa Dua used both verbal and non verbal communication to create a welcoming and supportive environment for guests. Their consistent use of smiles, friendly gestures, and clear, helpful verbal interactions enhances guest satisfaction and contributes to a positive guest experience.

Kata Kunci : Front Office, Non- verbal language, Verbal language

1. INTRODUCTION

Language is crucial for both students and workers, particularly in the tourism and hospitality sectors. One of the essential subjects that students in tourism vocational programs must master is English for front office. In the hospitality industry, effective communication, both verbal and non-verbal, is vital as it conveys the speaker's intentions and objectives, significantly impacting guest satisfaction (Gusti Putu Juniantini, 2021; Septariani et al., 2020).

English is particularly important in the hospitality sector's front offices because it is the primary language used for international interactions. As globalization advances, proficiency in English has become a mandatory skill for hospitality workers, allowing them to compete globally and effectively socialize with foreign guests (Laoh et al., 2016). Verbal communication involves spoken language, while non-verbal communication includes eye contact, body movements, tone of voice, and facial expressions. Both forms of communication are essential for creating a positive first impression and ensuring effective interactions in a hotel setting.

The front office department plays a pivotal role in hotels, being the first point of contact for guests. It includes various roles such as concierge, doorman, bellman, front desk agent (FDA), guest relations officer (GRO), and operator (Dima, 2017). This department is responsible for essential tasks such as room sales, check-in and check-out procedures, and providing information about the hotel and local area (Asmin, 2014). The effectiveness of the front office directly influences guest satisfaction and the hotel's overall success (Achmadi et al., 2017).

Many researchers have explored the skills needed by front office staff in hotels, especially focusing on their use of English. For instance, Rahim (2011) studied the verbal communication skills required by hotel interns and managers, highlighting the importance of these skills in the workplace. The subjects of this research were hotel managers and those who were doing internships. Similarly, Asmin (2014) looked at the specific English terms used by front office staff at the Grand Clarion Hotel Makassar using a descriptive method. In

addition, [Sudantari et al. \(2019\)](#) investigated how front office staff at the Double-Six Luxury Hotel Seminyak use both verbal and non-verbal communication. Their research complements the findings of [Rahim \(2011\)](#) by emphasizing the practical application of communication skills in different contexts. Further research was conducted by [Septariani et al. \(2020\)](#) with the research title "The Front Office Strategy on Service Quality Improvement," with the aim of identifying the strengths, weaknesses, opportunities, and threats in improving service quality for guests staying at a five-star hotel in the Seminyak area, Kuta, Badung, Bali. Findings revealed internal and external factors affecting the improvement of front office service quality, based on data collected through questionnaires and interviews. Both studies highlight the critical role of effective communication and strategic planning in enhancing guest experiences and service quality in hotel front office operations. In line with this research, [Gusti Putu Juniantini \(2021\)](#) conducted another relevant study titled "Procedures and Language Expressions Used by Front Office Staff in Handling Walk-In Guests at U Paasha Seminyak Bali." This study aimed to investigate the procedures and language expressions employed by receptionists when handling walk-in guests. Using descriptive methods and observations to collect data, the researcher identified ten strategies for handling walk-in guests. Key findings included the importance of greeting guests at the start of the check-in process and ending with a goodbye. Additionally, ten types of language expressions used during the check-in process were suggested, and it was noted that two respondents used the same language expressions with different phrasing. Both studies contribute to understanding the dynamics of front office operations in hotels, emphasizing the importance of effective communication and strategic planning in enhancing guest experience and service quality.

Of the five types of research conducted in the Front Office department, there are apparent similarities that occur in the five studies, both researching in the Front Office department and both researching aspects of the language used by Front Office staff as for the differences between the five types of research above and this research. This research analyzed verbal and non-verbal language to find out what types of speech are needed by students (prospective front office officers) to be able to carry out their duties as good Staff Front Office in a four-star hotel.

The identified problem lies in the critical role of verbal and non-verbal communication utilized by front office staff in engaging with guests, as they represent the primary interface between guests and the hotel. Effective communication directly influences guest satisfaction and significantly contributes to achieving the hotel's objectives, particularly in the context of four-star establishments where service quality is paramount. To address this issue, the research is specifically focused on examining the types of verbal and non-verbal language employed by front office staff in serving guests at a four-star especially at Sunrise Aventus Hotel Nusa Dua.

This investigation is guided by two central research questions: first, exploring how front office staff utilize verbal language in their roles, and second, understanding their use of non-verbal cues in interactions. These questions aim to delve into the communication strategies and practices employed by front office staff, both verbally and non-verbally, as they carry out their responsibilities in the hotel setting. The research aims to fulfill its objectives by providing a detailed description of both verbal and non-verbal communication practices among front office staff at Sunrise Aventus Hotel Nusa Dua. By comprehensively understanding these communication dynamics, the research seeks to contribute to enhancing guest experiences and optimizing service delivery in the hospitality industry.

2. METHOD

The research method employed in this study is a descriptive approach. Descriptive study is a research method that aims to describe the phenomena that occur. Aims to find out the verbal and non-verbal language used by front office staff at Sunrise Aventus Hotel Nusa Dua when doing their work. Verbal communication is based on language communication that exists at Sunrise Aventus Hotel Nusa Dua and non-verbal language is based on conveyed in various ways, such as eye contact, body movements, tone of voice, expressions.

This research took data from 3 people as research subjects. The selection of participants was based on accessibility and adequacy of data. The participants involved included 3 practitioners (front office staff) at a Sunrise Aventus Nusa Dua Hotel. The 3 staff who are the subject of the research are staff who have worked for quite a long time at this hotel and are very familiar with everything in the front office department. Details of research from research participants can be seen in Table 1. below.

Table 1. Profile of Research Participants

No	Name (Disguise)	Age	Length of work /PKL	Gender	Job
1	Staff A	30	2 Year	Female	GSA
2	Staff B	23	8 Month	Female	GSA
3	Staff C	31	1 Year	Male	Bell Driver

This research uses several data collection techniques, namely observation, interviews, and questionnaires. Observation is carried out to obtain accurate data from subjects, objects, and events without any intermediary entities. The interview technique was conducted with front office staff at Sunrise Aventus Hotel Nusa Dua. The interviews conducted were semi-structured, namely by conducting discussions where the interviewer did not exactly follow the list of questions formally prepared for the respondent. The researcher also used a questionnaire that was distributed using Indonesian language to anticipate misunderstandings in filling out the questionnaire. In this study, subjects were asked to respond to each strategy description based on a 5-point Likert scale. Before being given to respondents, the adapted questionnaire was evaluated through expert review to test the validity of the instrument.

For data analysis, the researcher used the Miles & Huberman (1994) model, the researcher followed a systematic approach, namely First, the researcher condensed the extensive data collected from observations, interviews, and surveys by focusing on main themes and patterns by categorizing verbal and non-verbal communication data observed during interactions such as check-in and reservations at Sunrise Aventus Hotel Nusa Dua. Second, researchers visually organize this concise data using tables to summarize findings about the different types of communication observed in each interaction scenario. Third, researchers then interpret patterns and relationships in the data to understand how various forms of verbal greetings and nonverbal cues (such as smiling) influence guest satisfaction. Finally, the researchers compiled their findings into a comprehensive report that discusses communication patterns observed at the hotel and their impact on the guest experience.

3. RESULT AND DISCUSSION

This study involved three front office staff at Sunrise Aventus Hotel Nusa Dua. The three staffs were observed while doing a. handling reservation; b. canceling reservation; c. handling guest no show; d. giving hotel information; e. handling check-in; f. recommending hotel facilities; g. advising guest where to go; h. handling complaint; j. handling check-out. The results of the findings by conducting observations, interviews and distributing questionnaires are described in tabular form to determine the types of verbal and non-verbal language used by front office staff at Sunrise Aventus Hotel Nusa Dua.

Table 2. Check-in

Verbal	Non verbal
Good morning, Welcome to sunrise aventus hotel nusa dua, this is reservation how may i help you?	Smile, body movement, hand gesture
Do you have reservation before?	Smile
May i see your ID card please?	Smile,hand gesture
Yes, we've your reservation maam, one deluxe room staying for two nights, it is all paid up	Smile, body movement, hand gesture
Thank you very much maam, i will call the bell boy to handle your luggage. If you need help just dial 0 to front office, have a nice holiday maam	Smile, body movement, hand gesture

Table 2 is the use of verbal and non-verbal language in handling check-in that shows in verbal communication Staff greet guests with a welcoming "Good morning" and identify themselves clearly ("Welcome to Sunrise Aventus Hotel Nusa Dua, this is Reservation, how may I help you?"). This establishes a polite and professional tone right from the start. They confirm the guest's reservation details ("Do you have a reservation before?") to ensure accuracy and prompt service. Throughout the process, they provide updates and instructions clearly ("Please sign your name here") and offer additional assistance ("If you need help, just dial 0 to front office"). Meanwhile in non-verbal communication, staff use smiles consistently, indicating warmth and friendliness. They employ body movements and hand gestures to enhance communication, such as pointing to where the guest needs to sign or indicating towards the bell boy for luggage assistance.

Table 3. Reservation

Verbal	Non verbal
Good morning, sunrise aventus hotel nusa dua this is reservation, i already have your email, berapa lama anda ingin tinggal disini?	Chanting a smooth tone while smiling
Okay. For 2 days, starting from tomorrow until the day after tomorrow, we have 3 types of rooms, superior, deluxe and sunrise by suite, what type of room do you want?	Chanting a smooth tone while smiling
For payment, will you pay now or later when you check in?	Chanting a smooth tone while smiling

Let me confirm once again, you are staying at our hotel for 2 days with deluxe hotel type and your payment is done now.	Chanting a smooth tone while smiling
Okay, I have entered your data in the system, thank you for making a reservation, have a nice day.	Chanting a smooth tone while smiling

Table 3 is the use of verbal and non-verbal language in handling Reservation that shows in verbal communication staff maintain a smooth and reassuring tone (*"Okay, for 2 days..."*). This helps in making the guest feel comfortable and confident about their reservation. They confirm details clearly and ask necessary questions about room preferences and payment options. After finalizing details, they conclude with gratitude and well wishes (*"Thank you for making a reservation, have a nice day"*). Meanwhile in non-verbal communication, staff chant with a smooth tone while smiling, suggesting a pleasant and accommodating attitude. This non-verbal communication style complements the verbal interaction, enhancing the overall positive guest experience.

Table 4. Cancellation Reservation

Good morning sunrise aventus hotel nusa dua, this is front office, how can I help you?	Smile
I may ask why you canceled the reservation mr?	Smile
Are you really going to cancel the reservation?	Smile
Alright mr We will confirm with the reservation to cancel your reservation.	smile

Table 4 is the use of verbal and non-verbal language in handling Cancellation of Reservation At Sunrise Aventus Hotel Nusa Dua, when handling reservation cancellations, the front office staff begin interactions with a polite greeting and clear identification of their role. They maintain a friendly demeanor throughout, gently probing guests to confirm their decision to cancel while ensuring they understand the process involved. Non-verbal cues such as consistent smiling contribute to a welcoming atmosphere, reassuring guests despite the cancellation. This approach aims to uphold guest satisfaction by handling cancellations with efficiency and empathy.

Table 5. No Show

Good morning, Sunrise aventus hotel nusa dua, this is front office did I speak to mr. A?	Smile
Mr. A, according to our system you have a reservation today at 2 pm, but it is already 3 o'clock did you not come to check in?	Smile
Well thank you for confirming, have a nice day	Smile

Table 5 is the use of verbal and non-verbal language in handling Handling No Show In instances where guests fail to check in as scheduled, Sunrise Aventus Hotel Nusa Dua's front office staff handle the situation with grace and professionalism. They greet the guest warmly, confirming the reservation status and politely noting the missed appointment. Despite the situation, staff maintain a positive tone and conclude the interaction on a pleasant note, thanking the guest for confirming the status and wishing them well. This approach ensures that even in situations of non-arrival, guests feel acknowledged and respected.

Table 6. Giving Information

Good morning, welcome to sunrise aventus hotel nusa dua how may i help you ma'am?	Smile, hand gesture, body movement
Okay maam, So in this hotel is a 4-star hotel that has 3 types of rooms, superior, deluxe and sunrise by suite, we also have a Japanese nuanced restaurant namely hiromi restaurant, besides that the hotel facilities also have a swimming pool, gym area and meeting rooms.	Smile, hand gesture, body movement
Well thank you again maam, if you have any more questions please ask.	Smile, hand gesture, body movement

Table 6 is the use of verbal and non-verbal language in handling Providing Information. When providing information about hotel amenities and services, the staff at Sunrise Aventus Hotel Nusa Dua strive to create a comprehensive and engaging guest experience. They greet guests warmly, inquire about their needs, and offer detailed descriptions of available facilities, such as room types and dining options. Non-verbal communication, including smiles, hand gestures, and body movements, supplements their verbal explanations, fostering a welcoming environment and encouraging further questions or interactions from guests. This approach aims to ensure that guests are well-informed and comfortable during their stay.

Table 7. Recommending Hotel Facilities

Good morning, welcome to sunrise aventus hotel nusa dua how may i help you ma'am?	Smile, hand gesture, body movement
So this hotel has a swimming pool and also a mother's gym area, for the swimming pool cannot be used for a capacity of 15 people and for the gym can only be used by 2 people considering the gym equipment in this hotel is very limited.	Smile, hand gesture, body movement
Well maam, if you want to use the swimming pool in this hotel you will be given towels according to your needs and to get to the place our bell boy will deliver it.	Smile, hand gesture, body movement
Thankyou so much ma'am have a nice day	Smile, hand gesture, body movement

Table 7 is the use of verbal and non-verbal language in Recommending Hotel Facilities For guests seeking guidance on hotel facilities, the staff at Sunrise Aventus Hotel Nusa Dua provide detailed recommendations with a focus on clarity and guest satisfaction. They greet guests warmly, initiate discussions about available amenities such as the swimming pool and gym, and provide specific usage details. Non-verbal communication, characterized by smiles and supportive gestures, enhances their verbal recommendations, ensuring that guests feel informed and welcomed. This approach underscores the hotel's commitment to offering personalized service and enhancing the overall guest experience.

Table 8. Advising Guest Where to Go

Good morning, welcome to sunrise aventus hotel nusa dua how may i help you ma'am?	Smile, hand gesture, body movement
For shopping malls here in Jimbaran is 5000 meters away. From the hotel you only need to go straight until you meet the first traffic light you go straight, then meet the second traffic light also continue straight, then you will find an intersection you turn left then continue, about 500 meters you will meet the Side Walk Jimbaran mall.	Smile, hand gesture, body movement
Thank you so much maam have a nice shopping	Smile, hand gesture, body movement

Table 8 is the use of verbal and non-verbal language in Advising Guests Where to Go When offering directions and recommendations to nearby attractions, the staff at Sunrise Aventus Hotel Nusa Dua adopt a helpful and informative approach. They greet guests warmly, inquire about their needs, and provide clear instructions for navigating to local destinations, such as shopping malls. Non-verbal cues, including smiles, hand gestures, and body movements, accompany their verbal guidance, ensuring guests understand and feel supported in their explorations. This approach aims to enhance guest convenience and satisfaction during their stay.

Table 9. Handling Complaint

Good morning, welcome to sunrise aventus hotel nusa dua how may i help you ma'am?	Smile, hand gesture, body movement
Thank you for submitting your complaint maam, I confirm again regarding your complaint so for now the air conditioner in the room is not cold is that correct maam?	Smile, hand gesture, body movement
Okay so before I apologize for this incident, this may be a technical error in the air conditioner, as soon as possible I will call engineering to solve the problem, for that will you wait or I give you a new room but still one type with the room you are currently occupying?	Smile, hand gesture, body movement
Please wait for a moment, as soon as possible this problem will be resolved by our engineering.	Smile, hand gesture, body movement
Well thank you for your patience and once again we apologize for this incident.	Smile, hand gesture, body movement

Table 9 is the use of verbal and non-verbal language in handling Complaints At Sunrise Aventus Hotel Nusa Dua, addressing guest complaints is handled with attentiveness and professionalism. Staff greet guests warmly, acknowledge their concerns, and confirm the details of the issue to ensure clarity. They offer immediate solutions or alternatives, such as room changes, while maintaining a supportive presence with continuous smiling and reassuring gestures. This non-verbal communication style aims to reassure guests that their concerns are taken seriously and will be resolved promptly, reflecting the hotel's commitment to guest satisfaction and service excellence.

Table 10. Check-out

Good morning, welcome to sunrise aventus hotel nusa dua how may i help you ma'am?	Smile, hand gesture, body movement
Please wait a moment ma'am, we will check your room first.	Smile, hand gesture, body movement
Information from our housekeeping is safe, so how was your experience staying at our hotel?	Smile, hand gesture, body movement
I am very happy to hear that ma'am, well here is your receipt and for now where are you headed if I may know?	Smile, hand gesture, body movement
Can I help you with your transportation if there is none?	Smile, hand gesture, body movement
Alright ma'am, your luggage will be brought by our bell boy, thank you for staying at our hotel, have a safe trip ma'am.	Smile, hand gesture, body movement

Table 10 is the use of verbal and non-verbal language in handling Check-out that shows in verbal communication in verbal Communication, staff greet guests warmly and confirm details related to the check-out process (*"Please wait a moment ma'am, we will check your room first"*). They inquire about the guest's experience and offer assistance with transportation, ensuring a smooth departure (*"Can I help you with your transportation if there is none?"*). They conclude with appreciation and wishes for a safe trip (*"Thank you for staying at our hotel, have a safe trip ma'am"*). Meanwhile in non-verbal communication, staff maintain a positive demeanor with smiles and attentive body language. They use hand gestures to convey information and maintain eye contact to ensure the guest feels valued and appreciated.

The findings regarding the use of verbal and non-verbal communication in handling check-out at Sunrise Aventus Hotel Nusa Dua can be related to previous research studies in the hospitality industry, demonstrating similar patterns and conclusions. The analysis of verbal and non-verbal communication in handling check-out at Sunrise Aventus Hotel Nusa Dua reveals that the use of both types of communication significantly enhances guest satisfaction and overall experience. This study aligns with several established models and theories in the hospitality industry and recent research findings. Both this study and Mehrabian's Communication Model emphasize the importance of non-verbal cues such as smiles, hand gestures, and eye contact in effective communication (Mehrabian, 1971). The SERVQUAL Model highlights how polite, detailed verbal communication and reassuring non-verbal cues contribute to high responsiveness and assurance. The staff's polite and detailed communication during check-out reflects high responsiveness, while their non-verbal cues like smiling and attentive body language provide assurance to guests (Parasuraman, Zeithaml, & Berry, 1988). Grandey et al (2005) 's research on emotional expressions confirms that positive emotional displays, like consistent smiling and friendly gestures, significantly impact customer satisfaction. (Baum & Devine, 2007) findings on non-verbal communication in cross-cultural contexts show that these cues help bridge language gaps, ensuring guests feel understood and welcomed. (Ariffin & Maghzi, 2012) research on personalized service supports the idea that attentive verbal and non-verbal communication enhances guest satisfaction and loyalty. Recent research in the hospitality industry further corroborates these findings. For example, a study by Kim and Baker (2020) highlights the role of emotional labor in hospitality, where non-verbal communication, such as maintaining a positive demeanor, is crucial in managing guest perceptions and enhancing their experience. Similarly, Lee, Sung, and Jeon (2021) found that non-verbal immediacy behaviors, such as eye contact and body orientation, significantly influence guest satisfaction and perceived service quality in luxury hotels. Therefore, the consistent use of both verbal and non-verbal communication by the front office staff at Sunrise Aventus Hotel Nusa Dua is crucial in creating a welcoming and supportive environment. This comprehensive communication strategy aligns with both established theories and recent research, ultimately leading to a positive guest experience and higher satisfaction levels.

In conclusion, The front office staff at Sunrise Aventus Hotel Nusa Dua excel in using both verbal and non-verbal communication to create a welcoming and supportive environment for guests. Their consistent use of smiles, friendly gestures, and clear, helpful verbal interactions enhances guest satisfaction and contributes to a positive guest experience. The hotel's approach appears focused on ensuring guests feel valued and well-assisted throughout various interactions, from check-in to check-out and beyond.

4. CONCLUSION

This study result show that verbal language in the form of spoken language is mostly used by front office staff at Sunrise Aventus Hotel Nusa Dua in handling reservations, canceling reservations, providing hotel information, handling check-in and check-out, recommending hotel facilities/services to guests, advising guests where to go, and handling complaints. In the process of handling guests, it is not apparent that the front office staff do not use non-verbal language at all. There are times when the front office staff at the Sunrise Aventus Nusa Dua hotel use non-verbal language, friendly, straightforward, fast and informative so that guests can understand it. The use of non-verbal language in the form of facial expressions, gestures, body language which is

conveyed politely and clearly is very important, especially at the Sunrise Aventus Nusa Dua hotel because non-verbal language here functions to clarify verbal language where when there are guests who do not understand the language being conveyed, the language, non-verbal can clarify and facilitate communication between guests and front office staff.

One limitation of this study is its focus on a single hotel, which may limit the generalizability of the findings to other hospitality settings. In addition, this research does not explore the full operational procedures at Sunrise Aventus Hotel Nusa Dua, thereby showing a narrower scope of insight into staff behavior and communication practices. Therefore, further research is recommended to expand the scope of the research by including a wider hotel or hotel sample.

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